

Work Samples—part of the Final Report  
by  
Peishan Shieh

Residency at Fort Clatsop National Memorial  
July 2, 2003 through July 1, 2004

The visitor sign-in sheet was created to record the time visit, persons per vehicle, and travel directions of the visitors to Fort Clatsop. Data has been gathered since July 4, 2003 and is on going.

## Fort Clatsop National Memorial Visitor Sign-In Sheet

[illegible]

Rangers on duty:

## The Commemorative Ticket Sample



Fort Clatsop  
National  
Memorial



6-14-2004

Jenkins

9:20 am

#35

Pass

Non-Refundable

Fort Clatsop  
National  
Memorial



6-14-2004

Jenkins

9:20 am

#36

Youth

Non-Refundable

Fort Clatsop  
National  
Memorial



6-14-2004

Jenkins

9:20 am

#37

Non-Refundable

Fort Clatsop  
National  
Memorial



6-14-2004

Jenkins

9:20 am

#38

Non-Refundable

E-tickets were designed for the new reservation system.

The e-tickets are available at any of the following ticketing outlets in the region.

1. Long Beach Peninsula Visitors Bureau
2. Astoria Transit Center
3. Astoria Visitors Center
4. Warrenton Visitors Center
5. Fort Stevens State Park — Campground Check-In Station
6. Workspace Solution in Gearhart
7. Seaside Chamber of Commerce
8. A Whale of A Tale Bookstore in Seaside
9. Cannon Beach Information Center
10. Visitors Information Center—Pioneer Courthouse Square in downtown Portland


★ These locations provide free ticketing service to our park visitors, with the exception of the Visitors Information Center in downtown Portland which charges \$1 handling fee per ticket.

# Marketing Materials Produced for Fort Clatsop National Memorial

A tri-fold brochure was created in January, 2004  
2,000 copies were printed and distributed throughout the region.

Side A


Visit these sites via the Explorer




The map shows a route starting at Long Beach, going south to Ilwaco, then east to Cape Disappointment, then east to Astoria. From Astoria, the route goes south to Astoria Column, then south to Fort Stevens, then south to Fort Clatsop National Memorial, then south to Seaside Saltworks, and finally south to Ecola State Park Cannon Beach. The route is color-coded: orange for the first segment, teal for the second, purple for the third, and pink for the fourth.

National Park Service  
U.S. Department of the Interior

Fort Clatsop National Memorial  
Astoria, Oregon



Fort Clatsop National Memorial



**RIDE THE  
EXPLORER**  
LEWIS & CLARK SHUTTLE

JOIN US FOR THE  
JOURNEY

Purchase your  
Ticket in advance at

Phone: 800.967.2283  
TDD: 888.530.9769  
<http://reservations.nps.gov>

Sunset Empire Transportation District  
Phone: 503.861.7433  
[www.ridethebus.org](http://www.ridethebus.org)

Pacific Transit System  
Phone: 360.642.9418  
TDD: 800.833.6388

Fort Clatsop National Memorial  
Phone: 503.861.2471  
[www.nps.gov/focl](http://www.nps.gov/focl)

June 14 to September 6, 2004  
Summer Hours: 9 am to 7 pm

### New Explorer Shuttle Connects Sites

#### Starting June 14, 2004

Sunset Empire Transportation District and Pacific Transit System will begin operating the Lewis & Clark Explorer Shuttle for the 2004, 2005 and 2006 summer seasons. The shuttle connects Lewis & Clark sites in the region including Fort Clatsop National Memorial to communities from Long Beach, Washington to Cannon Beach, Oregon.

### New Timed Entry Ticket to Fort Clatsop

Visitation to Fort Clatsop will require a Timed Entry Ticket during the peak season, June 14—Labor Day 2004.

Visitors will need to get tickets in advance by calling **1-800-967-2283** or getting online at <http://reservations.nps.gov>.

The tickets which cost \$5 each will allow visitors to ride the shuttle to Fort Clatsop and visit the park. Entry times are scheduled to alleviate the impact of too many visitors at once. However, visitors to the site may stay as long as they want.

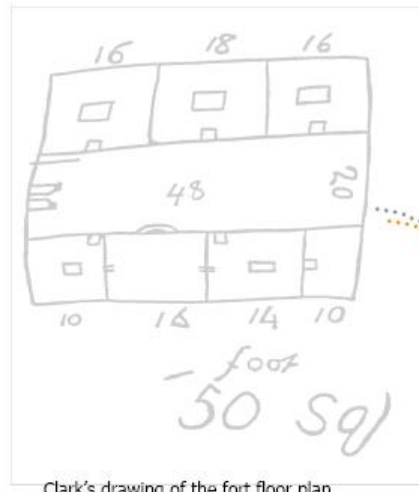
### How It Works

The current parking lots at the Fort Clatsop visitor center will be closed during the peak season.

Visitors should leave their cars at their lodging facilities or designated parking lots in Long Beach, Ilwaco, Astoria, Seaside, and Cannon Beach. Most motels and campgrounds will be serviced by the shuttle. Complete shuttle information will be available at local visitor centers, lodging facilities and bus shelters, or simply get online at [www.ridethebus.org](http://www.ridethebus.org).

### Shuttle Solves Traffic Jams

This innovative transportation system is designed to handle an increased volume of visitors during the Bicentennial years. It is a proactive solution to traffic and parking problems.



Clark's drawing of the fort floor plan

Your timed ticket serves as a 3-day regional bus pass.

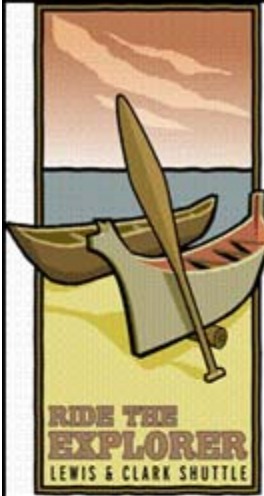


Ride any regional bus for free with your timed entry ticket!



An ad designed for the park's partner Sunset Empire Transportation District.

The ad was published in the Lower Columbia Business News Magazine in February, 2004.




## Join us for the Journey

**From June 14 to September 6, 2004**  
The new Explore Shuttle will service communities from Long Beach, Washington to Cannon Beach, Oregon


- Visiting Fort Clatsop National Memorial between June 14 and September 6 will require a Timed Entry Ticket. Tickets cost \$5 each. Purchase your ticket in advance at:  
Phone: 800.967.2283  
TDD: 888.530.9796  
<http://reservations.nps.gov>
- Leave the driving to Sunset Empire. Your timed ticket also serves as a 3-day regional bus pass. So sit back and relax. Explore the region via the Lewis and Clark Explorer!
- The Explorer Shuttle serves most motels and campgrounds in the region. Complete information about the Explorer available at [www.ridethebus.org](http://www.ridethebus.org) or 503-861-7433.
- Just want the ride? No problem. Pay your bus fare when you get aboard.

**Visit these sites via the Explorer**



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graph TD; LB[Long Beach] -- Orange --> IL[Ilwaco]; IL -- Orange --> CD[Cape Disappointment]; CD -- Orange --> AS[Astoria]; AS -- Purple --> AC[Astoria Column]; AC -- Purple --> FCM[Fort Clatsop National Memorial]; FCM -- Pink --> SS[Seaside]; SS -- Pink --> SW[Salt Works]; SW -- Pink --> ESP[Ecola State Park]; ESP -- Pink --> CB[Cannon Beach];
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Sunset Empire Transportation District  
[www.ridethebus.org](http://www.ridethebus.org) 503-861-7433  
in partnership with Fort Clatsop National Memorial





A rack card was created and distributed in April, 2004 for regional businesses and visitor centers.

National Park Service  
U.S. Department of the Interior



Fort Clatsop National Memorial  
Astoria, Oregon



Visiting Fort Clatsop National Memorial between June 14 and September 6, 2004 will require a Timed Entry Ticket. Tickets cost \$5 each. Tickets are not available at the park and need to be purchased in advance at:

<http://reservations.nps.gov>  
800-967-2283  
888-530-9796 TDD  
Reservation Hours:  
Daily 7:00 am PST- 7:00 pm PST

Your Timed Ticket also serves as a 3-day regional bus pass – the day before through the day after the timed entry. So sit back and relax. Explore the region via the Lewis and Clark Explorer!

Summer Park Hours: Daily 9:00 am - 7:00 pm  
[www.nps.gov/focl](http://www.nps.gov/focl) 503-861-2471

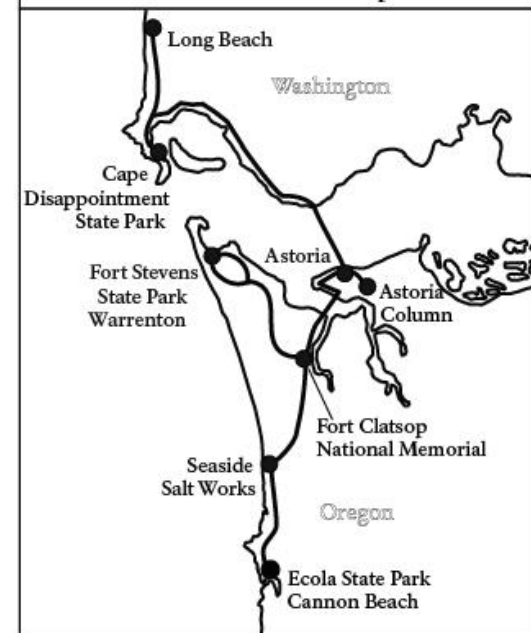
## RIDE THE LEWIS AND CLARK EXPLORER SHUTTLE



From June 14 to September 6, 2004  
The Explorer Shuttle will serve communities from Long Beach, Washington to Cannon Beach, Oregon

The Explorer Shuttle serves most motels and campgrounds in the region. Complete information about the Explorer is available at [www.ridethebus.org](http://www.ridethebus.org) or 503-861-7433.

### Visit these sites via the Explorer



The shuttle service is provided by Sunset Empire Transportation District and Pacific Transit System.

This poster was created for the Oregon Governor's Conference on Tourism  
April 18 – 20, 2004

## Lewis & Clark Explorer Shuttle System

Connects the Lewis and Clark sites  
and other coastal attractions



Connects alternative modes of transportation  
From Portland to the coast



Portland



Connects to Astoria Riverfront Trolley



Connects to Cannon Beach Shuttle



Connects to Seaside Streetcar

## Advance tickets for Fort Clatsop National Memorial



**FORT CLATSOP  
NATIONAL MEMORIAL**

A TIMED ENTRY TICKET IS REQUIRED to visit Fort Clatsop National Memorial from June 14 through September 6, 2004.

Tickets are not available at the park and need to be purchased in advance. Tickets cost \$5 and serve as a 3-day regional bus pass.

Call 800.967.2283 to buy your ticket now. Or go to one of these locations for your e-ticket:

- Long Beach Peninsula Visitors Bureau
- Astoria Transit Center
- Astoria Visitors Center
- Warrenton Visitors Center
- Fort Stevens State Park Check-In Station
- Workspace Solution in Gearhart
- Seaside Chamber of Commerce
- A Whale of a Tale Bookstore in Seaside
- Cannon Beach Information Center

Summer Park Hours: Daily 9:00am - 7:00pm  
Park phone number: 503.861.2471

From June 14 to September 6, 2004 the Explorer Shuttle will serve communities from Long Beach to Cannon Beach.

Ride any regional bus for FREE! Simply show the bus driver your Timed Entry Ticket to Fort Clatsop.

Call 503.861.7433 for complete shuttle bus information and schedules.


**RIDE THE  
EXPLORER  
LEWIS & CLARK SHUTTLE**

Shuttle service provided by Sunset Empire Transportation District and Pacific Transit System

This poster was created for the local businesses and hospitality industry and was distributed throughout the region for the summer of 2004.

The poster highlights the ticketing outlets and the local attractions including Lewis and Clark sites on the Pacific coast serviced by the new transit system called Lewis and Clark Explorer Shuttle.

An ad placed in a local monthly newspapers called *Hipfish* for the months of June and July, 2004



The graphic features a stylized illustration of a large evergreen tree with a person climbing it. Below the tree is a wooden fort structure. The text 'FORT CLATSOP NATIONAL MEMORIAL' is written in a bold, sans-serif font. Below this, the phrase 'Join us for the journey!' is displayed with a stylized American flag graphic behind the words 'for the'.

Start your journey by purchasing your ticket now!

Your \$5 ticket also serves as a 3-day regional bus pass.

Tickets are available at:

- Long Beach Peninsula Visitors Bureau
- Astoria Transit Center
- Astoria Visitors Center
- Warrenton Visitors Center
- Fort Stevens State Park—Campground Check-In Station
- Workspace Solution in Gearhart
- Seaside Chamber of Commerce
- A Whale of A Tale Bookstore in Seaside
- Cannon Beach Information Center

Or call 800.967.2283 to get your ticket now!

Park Phone Number:  
503.861.2471



The poster was created as an aid to orient visitors at Netul Landing, the new summer park entrance for Fort Clatsop NM.

The poster explains the rationale behind implementing the reservation system and the intra-park shuttle system. The poster also informs visitors who arrive via the Explorer Shuttle their return bus schedules.

## Fort Clatsop National Memorial

Intra-park shuttle is designed to eliminate traffic congestion and to reduce air and noise pollution near the fort replica. A maximum of 50 visitors per 20-minute increment is to prevent over-crowding and to enrich visitors' experience while at Fort Clatsop.

Thank you for your understanding and cooperation in helping protect this unique national treasure.

Adult	\$5
Pass holder: Golden Age/Access/Eagle, National Park Pass, Fort Clatsop National Memorial Pass and Oregon Pacific Coast Pass	\$4
Youth (ages 4 to 16)	\$4
Children 3 and under	Free



### Explorer Shuttle Schedules (From here to the following locations):

To Astoria (Astor Route) Every hour starting at 9:05 am. Travel time: 22 minutes

To Astoria via Astoria Column (Column Route) Friday through Monday only  
12:15/1:40/3:05/4:20. Travel time: 1 hour (including 20-minute layover at the Column).

To Fred Meyer (Clatsop Express Route) Every hour starting at 11:05 am.  
Travel time: 10 minutes

To Fred Meyer/Warrenton/Fort Stevens State Park (Clatsop Route)  
Every hour starting at 9:25 am. Travel time: 28 minutes

To Seaside/Cannon Beach (Route 101 Express) Please transfer at Fred Meyer.  
Catch the Clatsop Express for faster connection.  
101 Express leaves every hour starting at 10:18 am from Fred Meyer.  
Sunday runs every 2 hours. Travel Time: 52 minutes

Park hours: 9 am to 7 pm

Samples of Training Materials

Produced for

Fort Clatsop National Memorial

A list of frequently asked questions was compiled and distributed to local chamber of commerce offices and visitor centers. It is also available online at [www.nps.gov/focl](http://www.nps.gov/focl).

## National Park Service Fort Clatsop National Memorial



### *Commonly Asked Questions about the Fort Clatsop Summer Ticketing and the Lewis and Clark Explorer Shuttle*

1. When can I visit the Park?
2. What are the changes at the Park between June 14 and September 6, 2004?
3. Why did the Park make these changes?
4. What is the Timed Entry Ticket for?
5. How much is the ticket?
6. When should I get the Timed Entry Ticket?
7. How do I get a Timed Entry Ticket?
8. Can I get tickets from the lodging facility I stay at?
9. What if I lose my tickets?
10. Where should I leave my car?
11. Where do I catch the Explorer shuttle?
12. Are tickets refundable?
13. How long can I stay?
14. What if I miss my timed entry?
15. How do I get back to my vehicle?
16. What facilities are available at the Park?
17. Where can I buy food or snacks?
18. Can I bring my pet(s)?
19. What is the weather like?

#### **1. When can I visit the Park?**

The park is open year-round except Christmas Day. During the peak season (June 14 through Labor Day, 2004), the park hours are 9:00 am to 7:00 pm. You will need a Timed Entry Ticket in hand before arriving at the park. During the off-peak season, the park is open from 9:00 am to 5:00 pm, and no Timed Entry Ticket is required.

#### **2. What are the changes at the Park between June 14 and September 6, 2004?**

Visiting the park during the peak season (from June 14 through Labor Day, 2004) will require a Timed Entry Ticket. Tickets need to be purchased in advance. You will need to arrive at Netul Landing, the new summer park entrance, with your ticket in hand. The timed ticket shows when your park visit begins. Please arrive at the park 10 minutes prior to your timed entry.

During the peak season (June 14 through September 6, 2004), the parking lots in front of the Visitor Center will be closed. A new Lewis and Clark Explorer Shuttle system will serve the Lewis and Clark sites on the Pacific Northwest coast, including Fort Clatsop National Memorial. The Explorer Shuttle will drop you off at Netul Landing where rangers will greet and orient you.

Fort Clatsop National Memorial: 503-861-2471 ext. 214  
Regional bus and the Explorer Shuttle information: 1-800-776-6406

6/11/2004

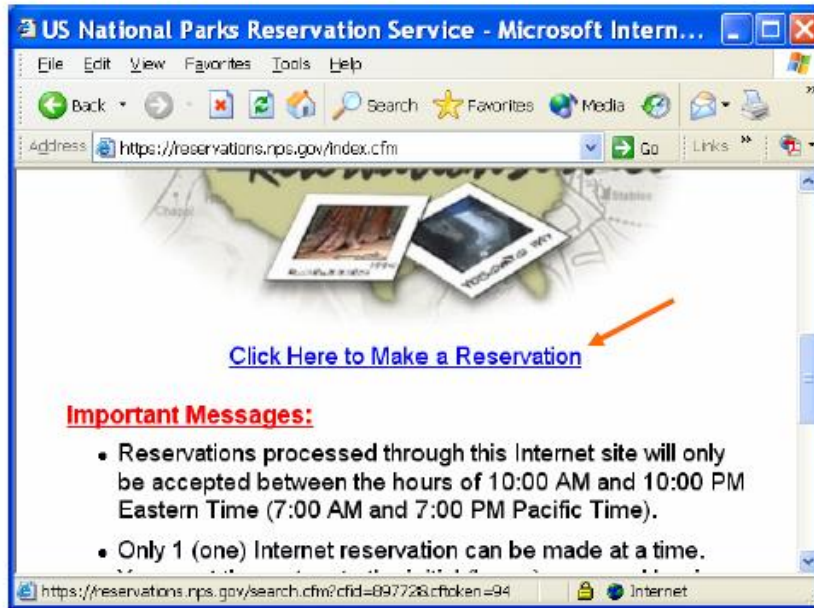


# A step-by-step instruction for purchasing the timed entry ticket on-line.

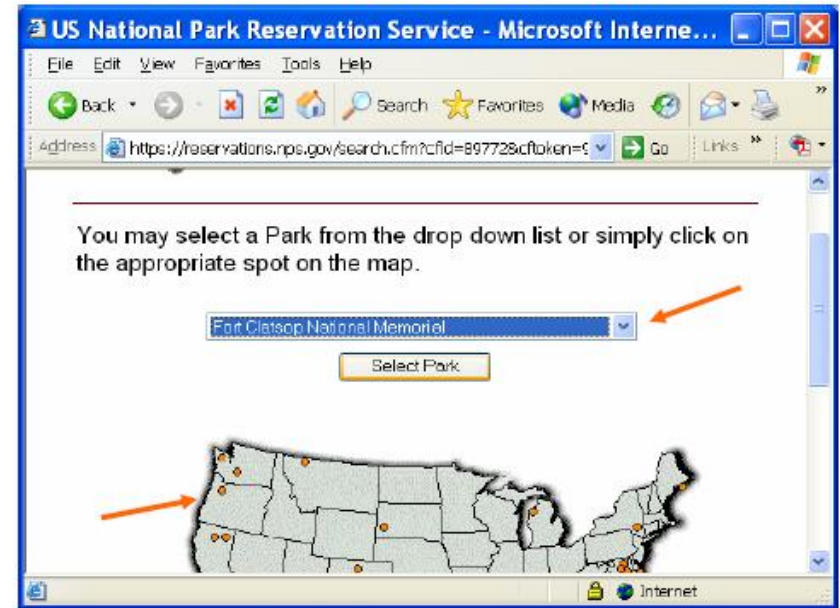
## Fort Clatsop National Memorial

### On-Line E-Ticketing Instruction:

- Step 1: Go to <http://reservations.nps.gov>
- Step 2: "Click Here to Make a Reservation"
- Step 3: Select Fort Clatsop National Memorial



Step 2



Step 3

Presented the new  
transit service and  
the ticketing  
system to the  
Portland Oregon  
Visitors  
Association staff  
in downtown  
Portland.

# PORTLAND • OREGON INFORMATION CENTER



IT'S not just being green.

Pioneer Courthouse Square  
701 S.W. Sixth Avenue, Suite 1  
Portland, Oregon 97204  
Tel. 503.275.8555  
Toll-free 1.877.678.5265  
Fax: 503.275.8331  
www.visitportland.com

## AGENDA Visitor Services Spring Workshop Wednesday, May 26, 2004 8:30am – 12:30pm Theater on the Square

8:30am	Volunteer Arrival/Socializing Coffee, Juice and Muffins
9:00am	Welcome, Pam England, Visitor Services Manager
9:10am 9:30am	Beverly Meehan, Director of Sales & Marketing, Crown Plaza Hotel, Portland Lake Oswego
9:30am 10:00am	Bob Baskette, Event Manager, Portland Spirit
10:00am 10:30am	Peishan Shieh, National Park Transportation Scholar, Fort Clatsop National Park
10:30am 11:00am	Stephanie Leeper, Pioneer Courthouse Square
11:00am 11:30am	Brian Cunningham, Owner, Hood River Hotel
11:30am 12 noon	Gail Snyder, Friends of Forest Park
12:00pm 12:30pm	Updates and Closing Remarks

An appreciation letter  
received from the Chair  
of the Clatsop County  
Economic Development  
Council.

November 25, 2003

Peishan Shieh  
National Park Transportation Scholar  
Fort Clatsop National Memorial  
92343 Fort Clatsop Road  
Astoria, OR 97103

Dear Peishan:

On behalf of the Clatsop County Economic Development  
Council, thank you for your presentation at our November 18  
meeting.

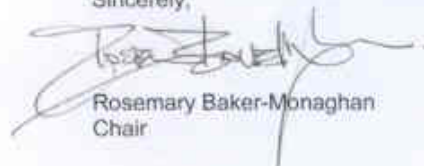
I think most of us were aware that it seems like we've had  
more visitors in the area the past few years, and the problem  
of how to accommodate the visitors anticipated for the  
Bicentennial has been a major concern. You not only  
answered the question of why the ticketing and shuttle  
systems are necessary, but most importantly, you did a great  
job of explaining how the systems would work.

From your drawings and description, it appears visitors could  
literally leave their cars at their hotel, bed & breakfast,  
campsite, etc., and see any of the attractions they choose.  
The research that went in to creating this plan was  
impressive.

I was pleased to learn the fort will be the first thing visitors  
come upon after leaving Netul Landing. This strikes me as a  
much more dramatic way of encountering the fort.

Thank you for braving Tuesday evening's weather, which  
was straight out of the captains' journals, to share with us  
the plans for a transportation system that will not only ensure  
the safety and experience of visitors, but which also will  
improve the quality of life for residents as well.

Sincerely,

  
Rosemary Baker-Monaghan  
Chair

**Clatsop County**



Department of  
Community Development  
800 Exchange Street  
Suite 100  
Astoria, Oregon 97103

Economic Development  
Planning & Development  
Telephone (503) 325-8611  
Fax (503) 338-3666

Building Codes Division  
Telephone (503) 338-3697  
Fax (503) 338-3666

Inspection Request Line  
(503) 338-3698

[www.co.clatsop.or.us](http://www.co.clatsop.or.us)

4/17/2008

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